

A customer story from O₂

Keeping customers connected

Go-Ahead is the UK's busiest rail operator. Its franchise, Govia Thameslink Railway, needed to deliver wifi across 104 key stations. O₂ stepped in to meet very tight deployment timeframes. Go-Ahead customers are now enjoying free and fast wifi to plan their journeys, get travel information and be more connected.

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About Go-Ahead

Go-Ahead subsidiary company Govia Thameslink Railway (GTR) operates the Thameslink, Southern, Gatwick Express and Great Northern services – serving London and a number of important regional centres from King's Lynn in the north to Brighton in the south. It is the largest rail franchise in the UK in terms of passenger numbers, trains, revenue and staff. Some 326m passenger journeys are made each year on its services and 6,500 people are employed.

O₂ Wifi helps Go-Ahead meet its goals

When Go-Ahead won the franchise, it committed to provide wifi in 104 key stations in a relatively short timescale.

Liam Ludlow says "As a train operating company (TOC) we live by deadlines and there is always a lot to accomplish both to meet regulatory requirements and to achieve our own goals in terms of customer satisfaction, safety measures, and so on. We asked O₂ to take care of the complex logistics and delivery of providing secure, high-quality wifi to our stations."

"Customers are increasingly expecting wifi wherever they go. They expect it to work right away wherever they are, even in a complex station environment. O₂ delivered to 104 stations within our demanding timescale. When we ran into technical difficulties, O₂ quickly came up with alternative solutions and we were able to meet our deadlines without compromising the customer experience. The whole project went well and our customers are reaping the benefits."

Liam Ludlow, Commercial Innovation & Projects Manager, Govia Thameslink Railway (GTR) Limited

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Go-Ahead's experience

- As soon as O₂ was asked to deliver wifi, it took responsibility for logistics, delivery and quality in a complex environment. GTR was able to focus on its other priorities
- The fast free wifi is now enabling GTR's customers to receive push updates and access social media more easily, improving their travelling experience
- O₂ wifi in the future can help GTR with insights into customers' usage and habits

"O₂ Wifi has helped us deliver our promise. Our customers appreciate having easy access to wifi and to train information as they wait. Wifi facilitates their access to our apps and to our social media channels which we believe are reducing calls into customer service."

Enrique Fernandez-Pine, Group IT and Strategy
Director from The Go-Ahead Group

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www.o2.co.uk/enterprise/insights

Changing the customer experience

Liam says "After we won the franchise, we wanted customers to notice the difference for all the right reasons. The 104 stations were chosen because of their importance to us – for example, they are key transport hubs. O₂ Wifi has helped us to make our customers' journey easier already.

As soon as the wifi was installed in each station, GTR recorded high connection and usage rates. Customers clearly welcomed the new service.

In the next phase, GTR can develop the service to suit each brand, for example, a branded landing page for each station, so that customers have instant access to the right information. For example, GTR could send train information to opted-in customers before they leave home.

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